



METROPOLITAN
TRANSPORTATION
COMMISSION

Joseph P. Bort MetroCenter
101 Eighth Street
Oakland, CA 94607-4700
TEL 510.817.5700
TTY/TDD 510.817.5769
FAX 510.817.5848
E-MAIL info@mtc.ca.gov
WEB www.mtc.ca.gov

2e

TO: Administration Committee

DATE: June 1, 2011

FR: Executive Director

W.I.: 1112

RE: Contract Renewal - Design and Production Services for *Transactions* Newsletter, MTC/BATA Annual Report, Plan Bay Area, FasTrak® and Clipper® Customer Service and Public Outreach in FY 2011-12:

- i) *Finger Design Associates, Oakland, CA (\$150,000)*
- ii) *Patricia Bruning Design, Berkeley, CA (\$50,000 total, individual project costs to be determined)*
- iii) *L Studio, Sausalito, CA*
- iv) *Traverso Santana Design, Piedmont, CA*
- v) *Visual Strategies, San Francisco, CA*

In June 2009, MTC issued a Request for Qualifications (RFQ) for Design Services, with the goal of selecting a primary consultant for our flagship publications and establishing a pool of designers eligible to work on future print, signage, web design and other communication projects. The outside design consultants supplement MTC's in-house graphics team to keep high-profile publications and other projects on track and augment our in-house skills and expertise. The services initially were to be provided in FY 2009-10, with the option of renewing for two additional years, through June 2012.

In October 2009, the Committee approved the staff recommendation to select Finger Design Associates, Oakland, CA, to serve as the principal design firm, based on their superior samples, their extensive experience in the public sector, and competitive hourly fees. The FY 2009-10 contract was for \$150,000. In July 2010, the Committee renewed the contract for FY 2010-11, in an amount not to exceed \$150,000. That amount was subsequently augmented by \$50,000 to cover design projects associated with developing an identity and reports for Plan Bay Area, among other projects. We are now asking the Committee to approve a contract renewal for FY 2011-12 for \$150,000.

As was the case in October 2009 and in 2010, we are also recommending that the Committee renew the pre-qualified list of designers to handle other miscellaneous projects on an as-needed basis:

- i. Finger Design Associates, Oakland, CA
- ii. Patricia Bruning Design, Berkeley, CA
- iii. L Studio, Sausalito, CA
- iv. Traverso Santana Design, Piedmont, CA
- v. Visual Strategies, San Francisco, CA

The FY 2011-12 agency budget for design services is \$200,000, which may be augmented by BATA funds. The Committee is requested to (1) authorize the Executive Director to negotiate and enter into a contract amendment with Finger Design Associates in an amount not to exceed \$150,000 for FY 2011-12, and (2) to establish the above panel of pre-qualified firms for miscellaneous design projects in FY 2011-12 with a total amount not to exceed \$50,000.

Steve Heminger

SH BK:bk

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Consultant Contract Amendment

Work Item No.: 1112

Consultant(s): Finger Design Associates, Oakland, CA

Work Project Title: Design and Production Services – Principal Designer & Pool Designer

Purpose of Project: Serve as principal designer: Provide design and production services for *Transactions* and the annual report during FY 2011-12.

Brief Scope of Work: Art direct quarterly newsletter and annual report, secure photos and illustrations, provide production services, conduct press checks and other tasks as directed. Undertake miscellaneous projects as directed.

Project Cost Not to Exceed: \$150,000 FY 2011-12 funding (this Amendment)
Original Contract = \$150,000
FY 2010-11 Amendments = \$200,000

Funding Source: TDA and BATA

Fiscal Impact: Project is included in MTC FY 2011-12 budget

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a contract amendment with Finger Design Associates to provide design and production services for *Transactions*, the annual report and other miscellaneous design projects through June 2012, and the Chief Financial Officer is directed to set aside funds up to \$150,000 for such contract amendment.

Administration Committee:

Dave Cortese, Chair

Approved: Date: June 8, 2011

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Consultant Contracts

Work Item No.:	1112
Consultant(s):	<ul style="list-style-type: none">• Patricia Bruning Design, Berkeley, CA• L Studio, Sausalito, CA• Traverso Santana Design, Piedmont, CA• Visual Strategies, San Francisco, CA• Finger Design Associates, Oakland, CA
Work Project Title:	Design and Production Services – Pool Designers
Purpose of Project:	Provide back-up design and production services in FY2011-12, with the option of renewing for one additional year.
Brief Scope of Work:	To be determined, as design and/or production services are required.
Project Cost Not to Exceed:	\$50,000 total; individual project costs to be determined.
Funding Source:	TDA and BATA
Fiscal Impact:	TBD
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into contracts with individual consultants not to exceed a total of \$50,000 cumulative, with one or more of the design firms on the above list, to provide design and production services through FY2010-11, subject to the availability of funds.
Administration Committee:	<hr/> Dave Cortese, Chair
Approved:	Date: June 8, 2011